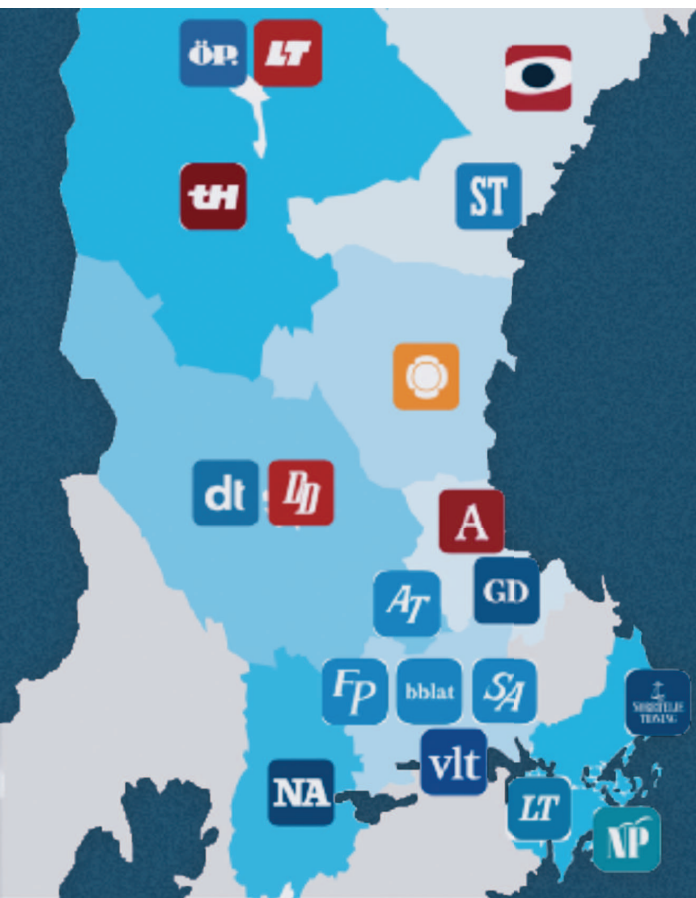




# Mittmedia

Use of data, user knowledge and machine learning to drive engagement and create a sustainable subscription business



Largest local media company in Sweden.

19 news destinations covering a large portion of Sweden.

400 000 active digital customers.

A booming digital advertising business.

A digital ecosystem: Products, platforms and tech for data, content and ad business.

In-house development of products and tech.

A mission to uphold local democracy by staying relevant to readers and customers.

To do so, we must transform fast and agile.

To uphold mission, we must transform from legacy media company to local information partner

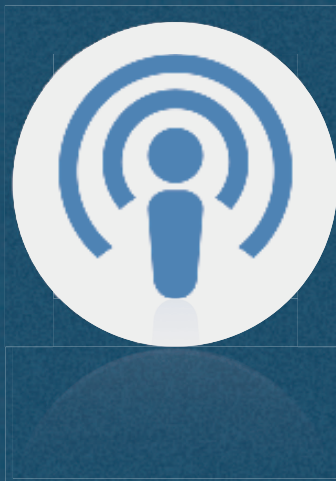


Real challenge is NOT primarily about changes in media interfaces











**Challenge: Regain position in new contextual reality of customers**



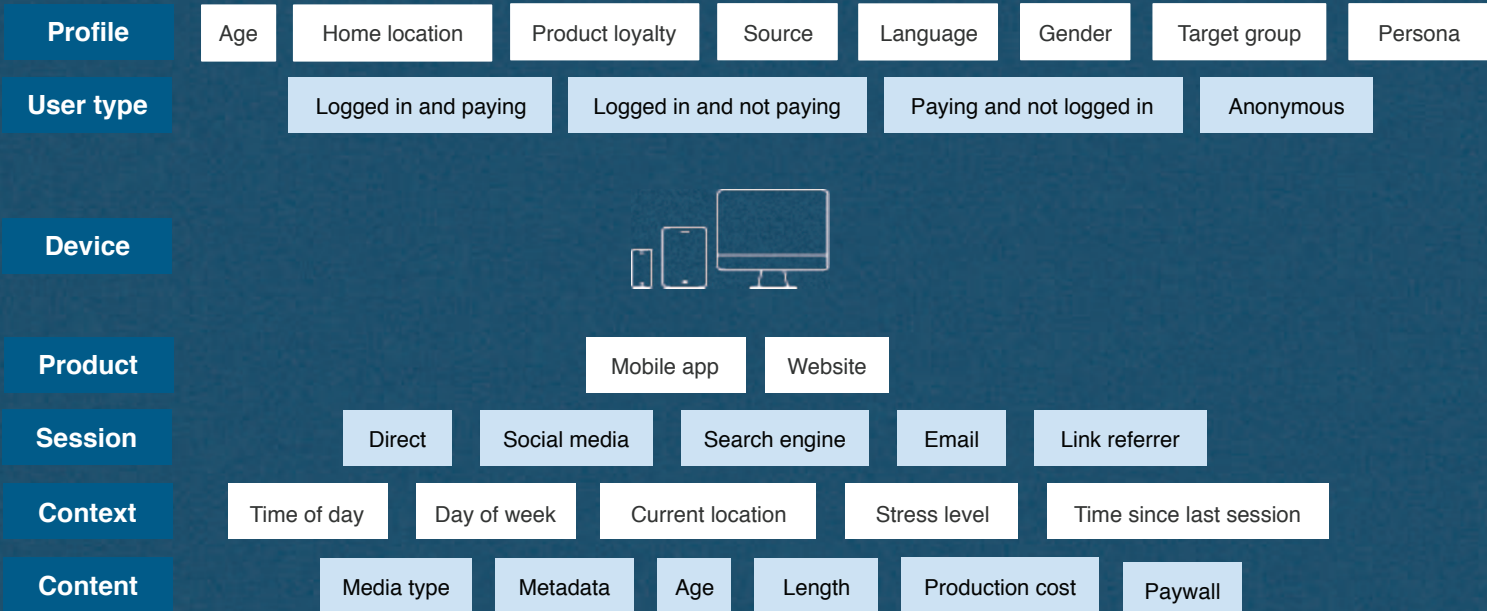
**Strategy: Presence in customers routines by personalized products**  
**First step: Understand their routines**





## Routine patterns: A needle in a haystack







	Morning	Lunch	Afternoon	Evening	Night
Persona #1	25%	15%	30%	25%	5%
Persona #2	5%	10%	50%	30%	5%
Persona #3	20%	10%	10%	40%	20%
Persona #4	70%	10%	5%	5%	10%
Persona #5	25%	15%	30%	25%	5%

## Quantifying routines

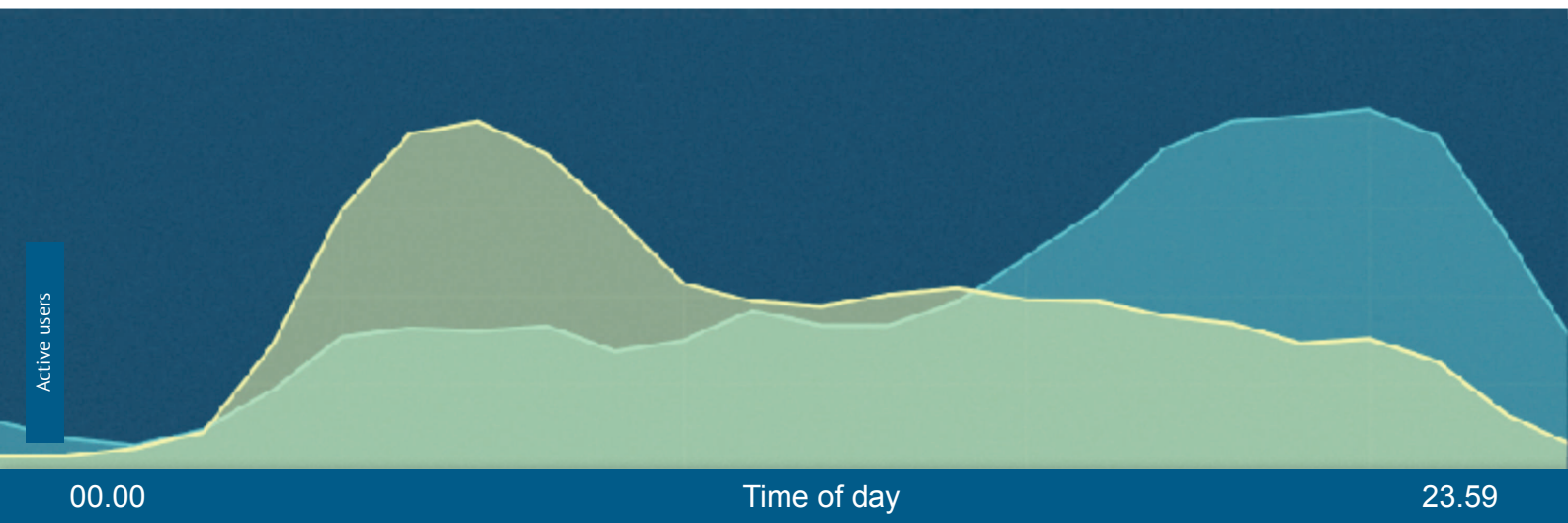
### Cluster 9

Morning: 74%  
Lunch: 10%  
Afternoon: 7%  
Evening: 9%

### Cluster 13

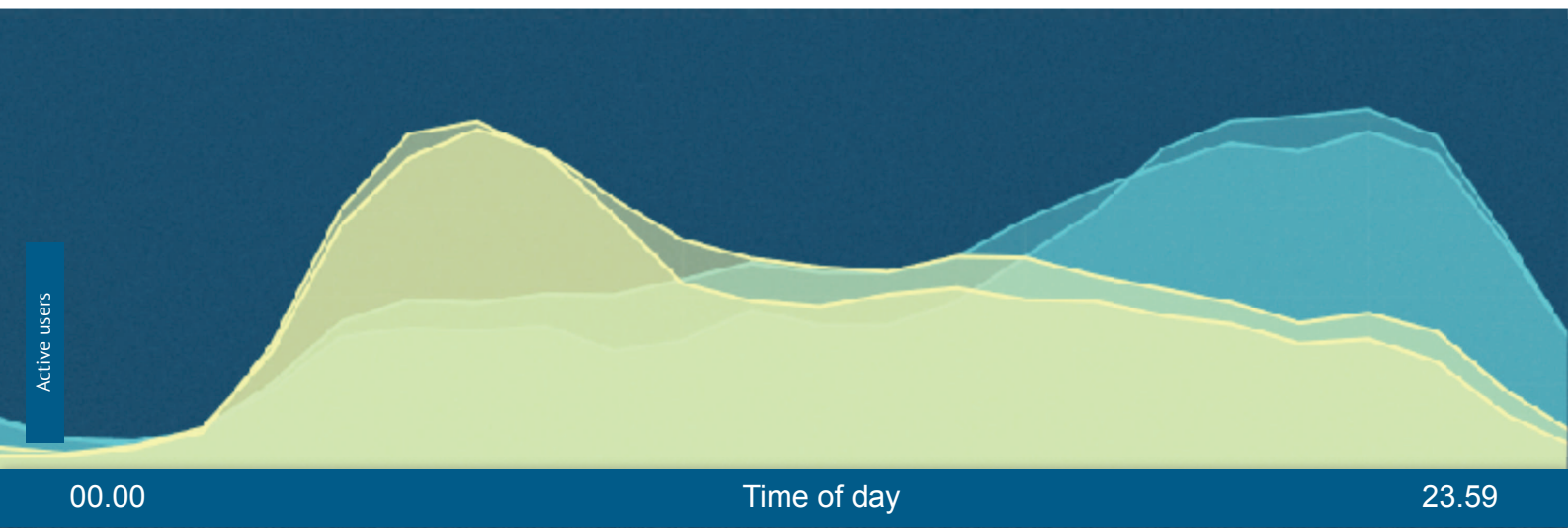
Morning: 8%  
Lunch: 7%  
Afternoon: 11%  
Evening: 74%

**Example: comparing two clusters**

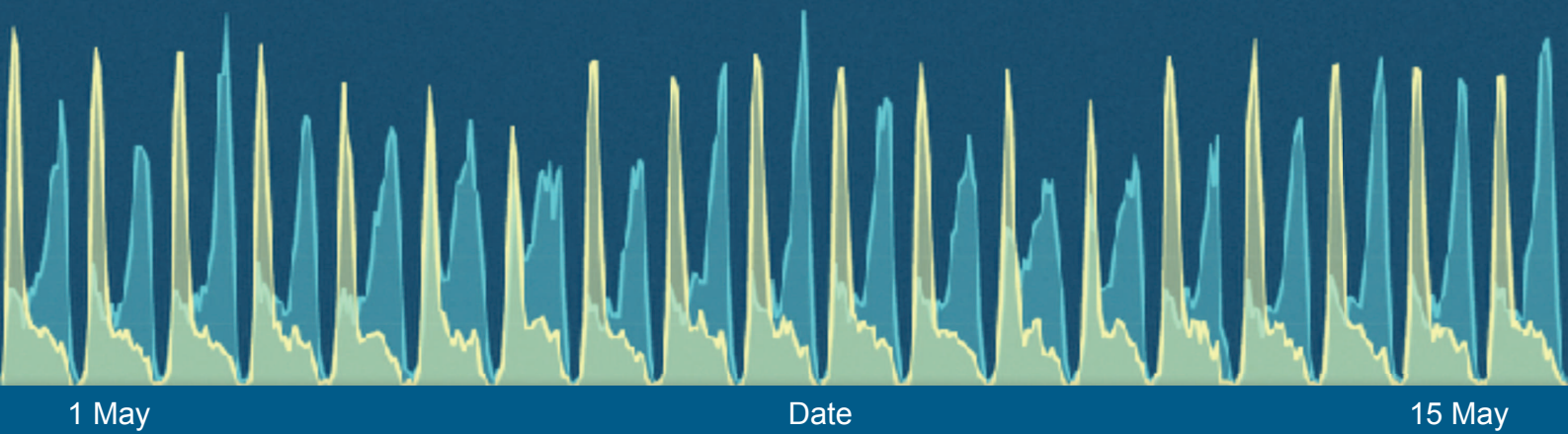


## Visualization of cluster specific routines





**Routines stay the same over time**



## Day for day comparisons

	Morning	Lunch	Afternoon	Evening	Night	Age	Churn prob.	Interest
Persona #1	25%	15%	30%	25%	5%	46	11%	Sport
Persona #2	5%	10%	50%	30%	5%	57	23%	Crime
Persona #3	20%	10%	10%	40%	20%	68	7%	Traffic
Persona #4	70%	10%	5%	5%	10%	73	14%	Opinion
Persona #5	25%	15%	30%	25%	5%	44	30%	Business

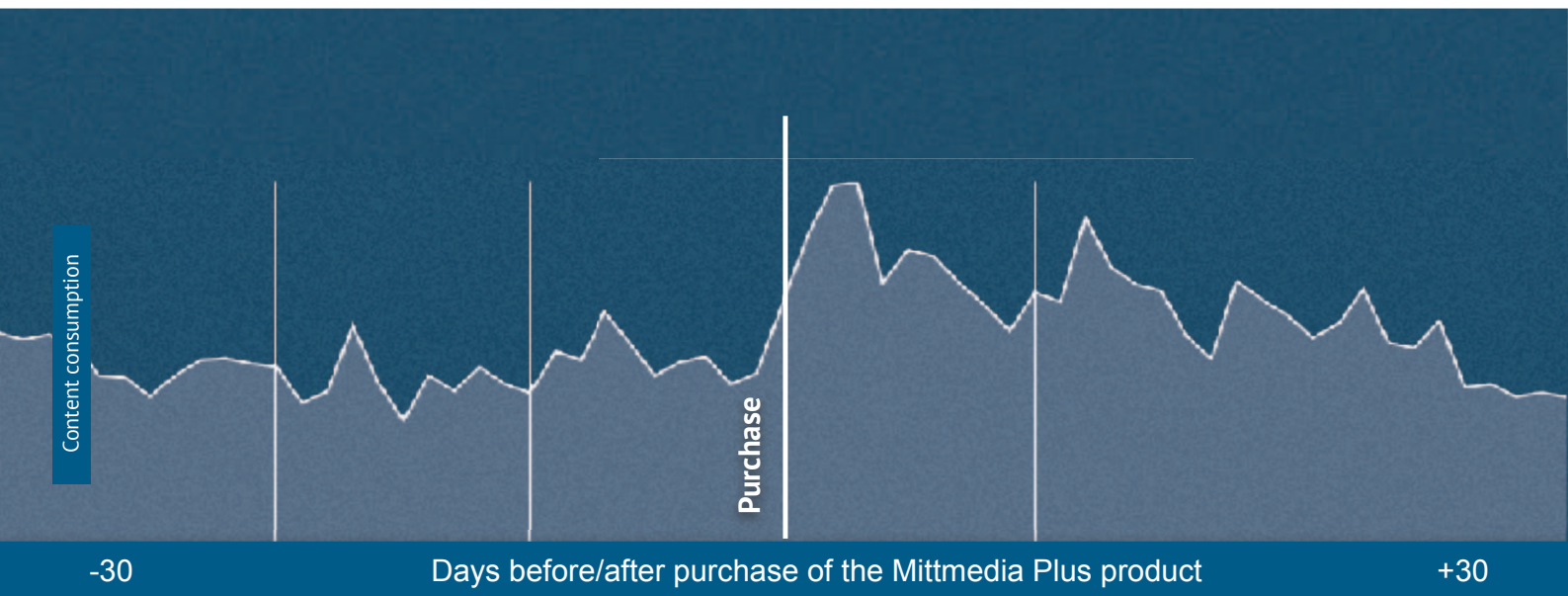
The full image of our customers daily consumption routines



**Why do we need a personalized experience to monetize and drive reader revenue?**



**It's a simple matter of supply and demand**



**The churn process from a supply-demand perspective  
in a average based/non-personalized information product**



User

Content



## Relative consumption in an average product



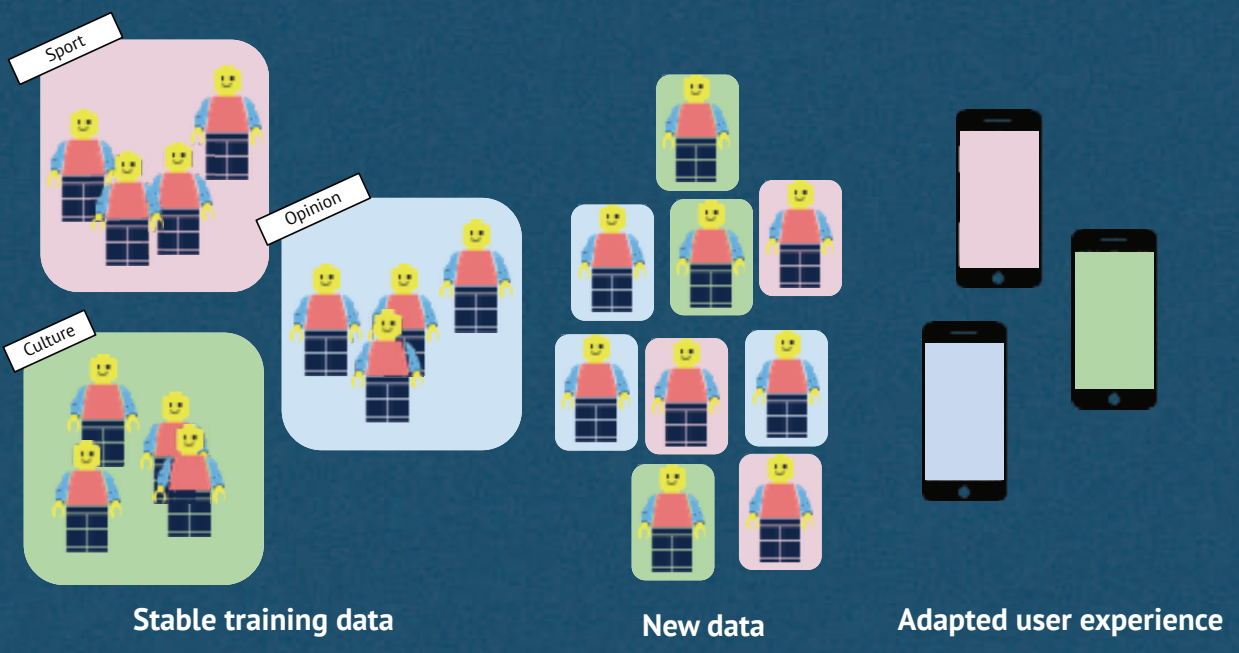


User

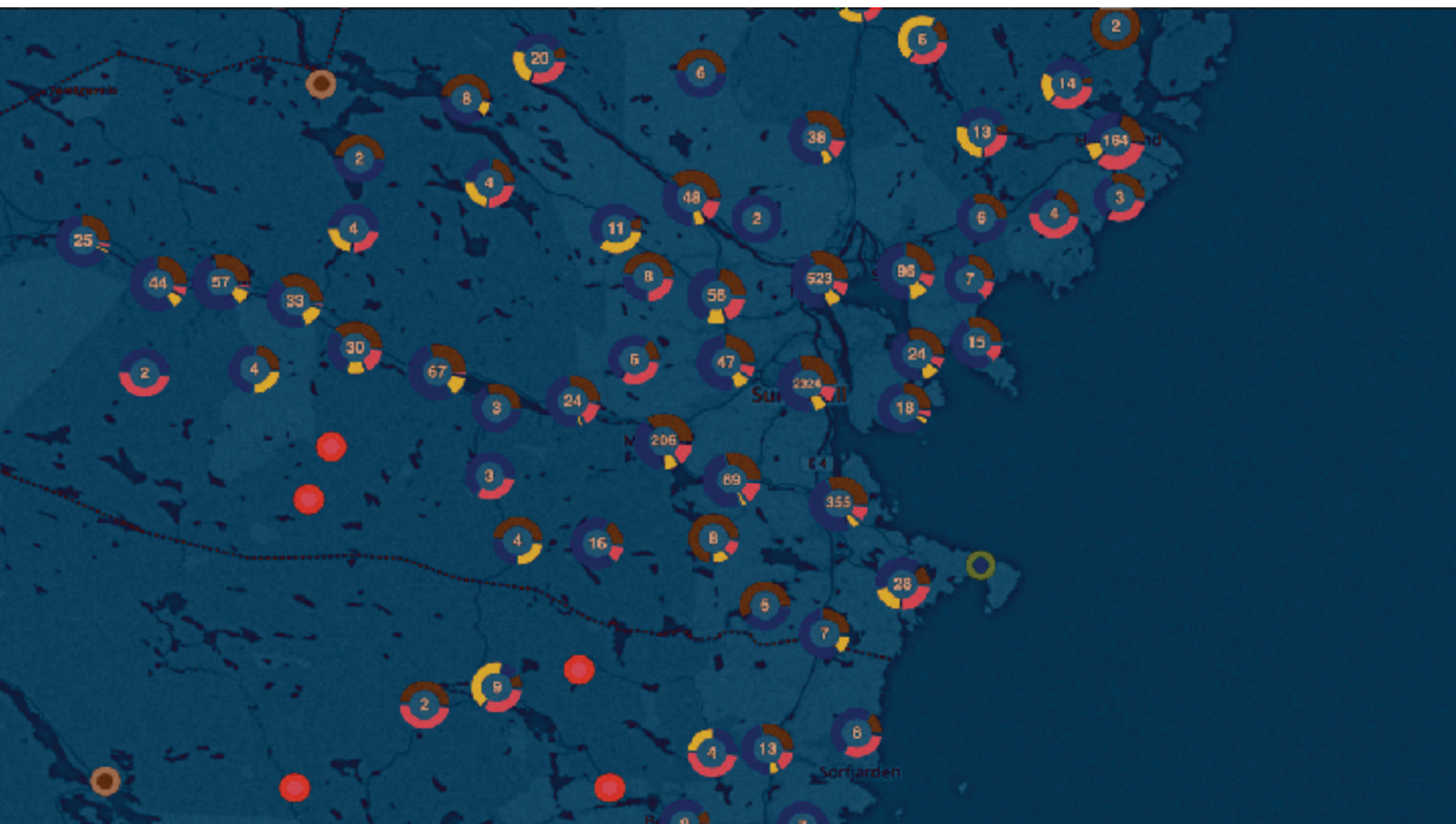
Content



## Relative consumption in a personalized product

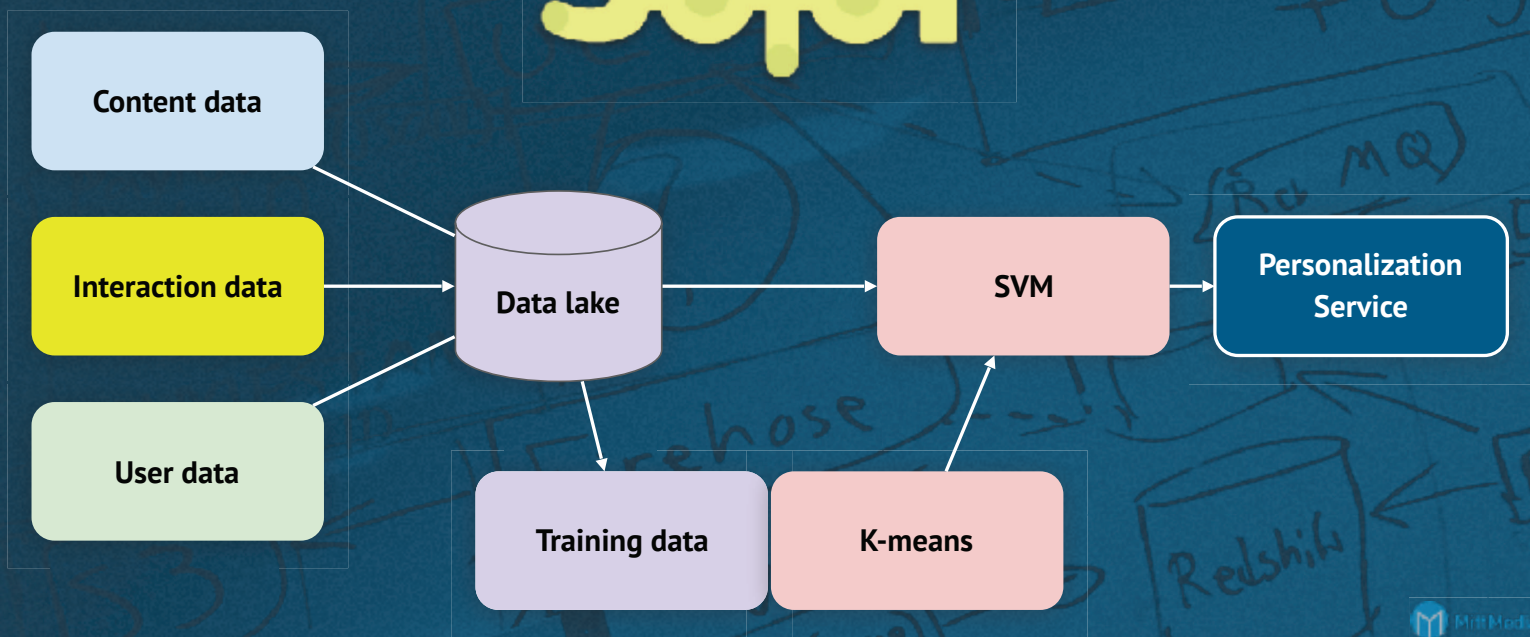


# Optimizing content distribution

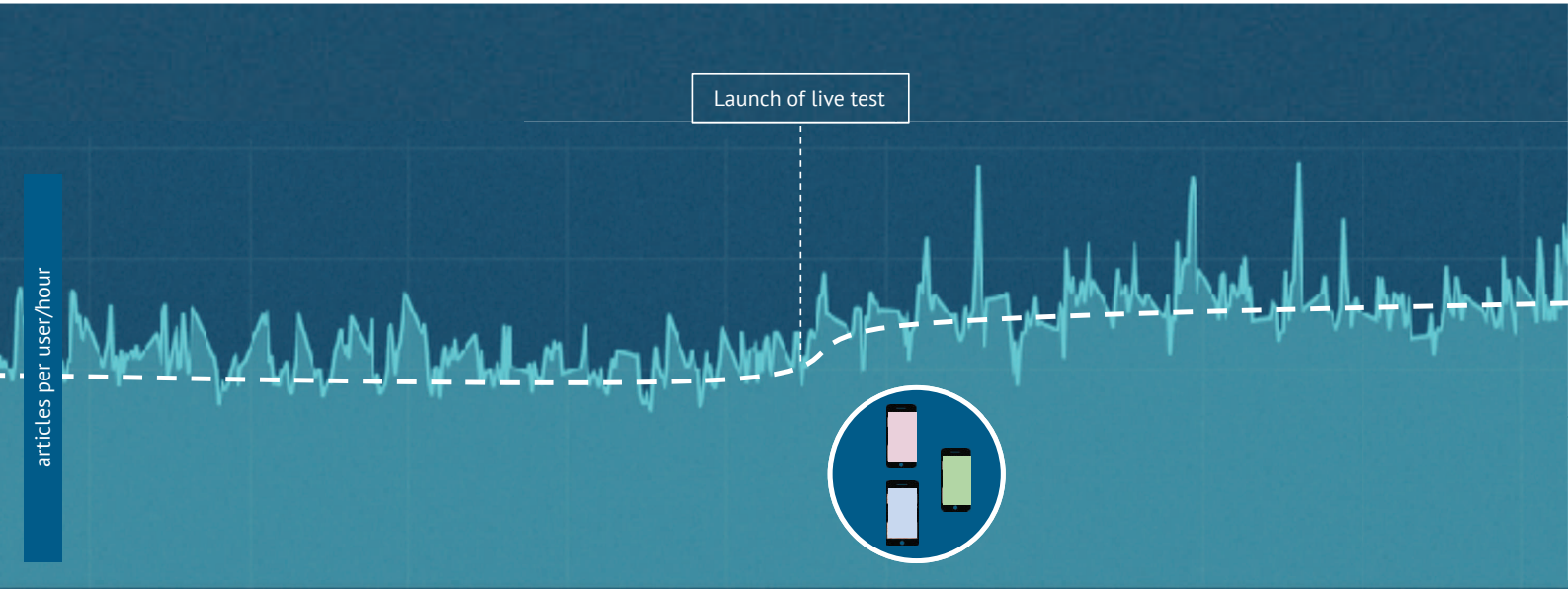




# Soldr

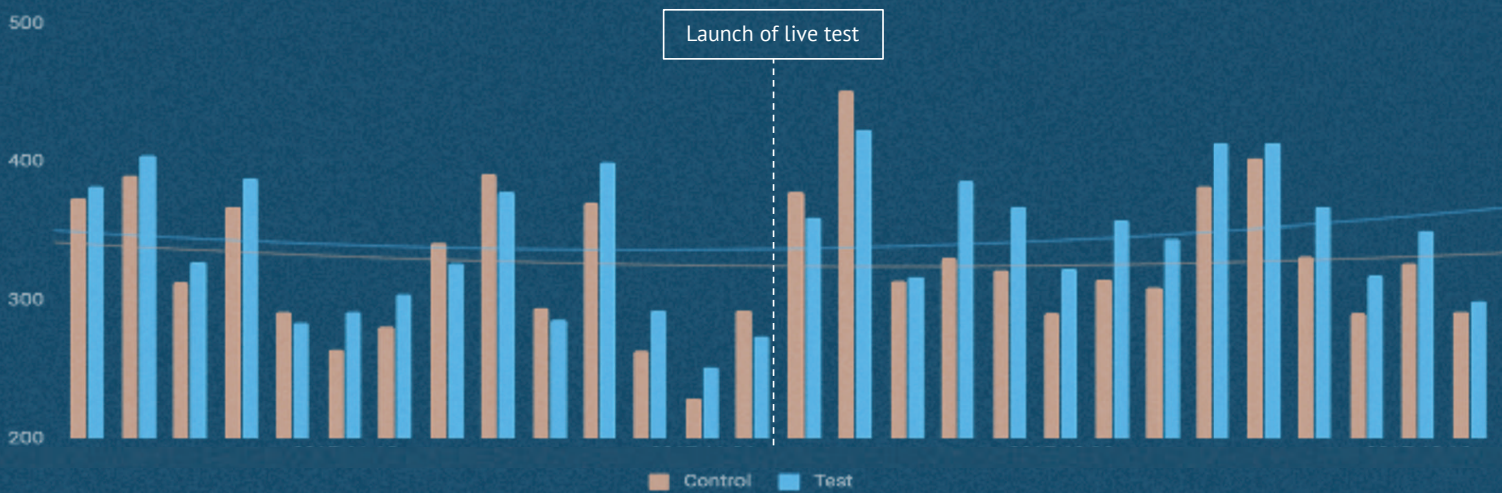






Day -15

Day +15



## Content consumption during live test



User

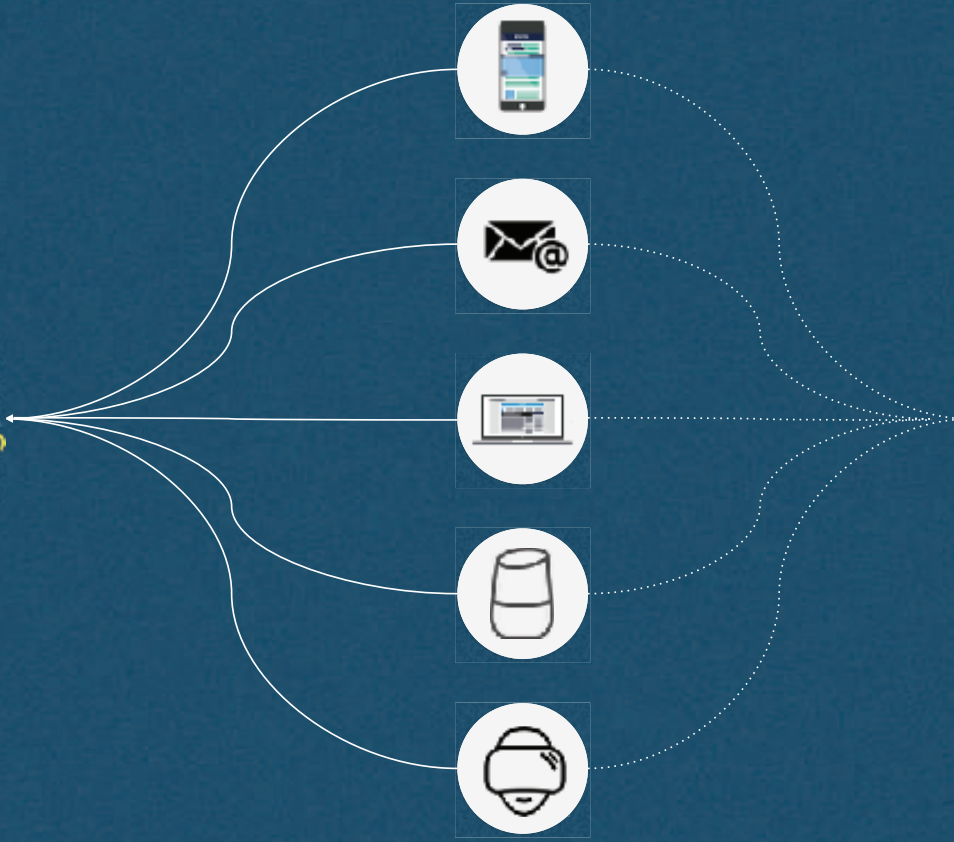
Content



**Proven effect in Mittmedias  
machine driven personalization**



Soldr







# Mittmedia Questions?